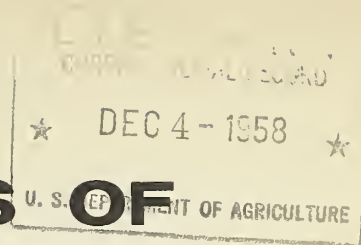


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CONSUMER PURCHASES OF Selected Fruits and Juices

~~SEPTEMBER~~ 1958

AUGUST



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UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

October 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
AUGUST 1958

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-:
: sons between periods of equal length. :

SUMMARY

Household purchases of frozen concentrated orange juice, fresh oranges, and grapefruit in a 28-day period in August 1958 were well below the level of the corresponding period in August 1957. Purchases of chilled and canned single-strength orange juices, single-strength and shelf-pack orangeades, canned grapefruit sections and single-strength grapefruit juice declined more moderately.

Prices paid for fresh oranges and grapefruit, and for orange and grapefruit products were generally higher than in August 1957. The 3.2 cents paid in August 1958 for a 4-ounce serving of single-strength orange juice, and the 5.1 cents paid for chilled orange juice represented an average rise of about 0.6 cent from August 1957. Frozen concentrated orange juice, 4.1 cents a serving, was up 1.7 cents from August 1957; and fresh Florida oranges, at 5.4 cents a serving, were up 0.9 cent. A 4-ounce serving of single-strength grapefruit juice, which cost 2.9 cents, was 0.5 cent higher than in August 1957. The decline in purchases and rise in prices paid for these commodities was associated with smaller than average orange and grapefruit crops, and a resultant curtailment in production of products, except for canned single-strength orange juice, from the 1956-57 season.

Purchases of fresh lemons and lemon products in August 1958 were up moderately from a year earlier, with an increase in the proportion of families buying. Prices paid for these commodities were a little lower than in August 1957.

Consumer purchases of canned single-strength and frozen concentrated juices not individually reported were substantially greater, and prices paid were moderately higher than in August 1957.

FROZEN JUICES, CHILLED JUICE, AND ADES

Household purchases of frozen concentrated orange juice in August 1958 were down 37 percent--2 million gallons--from August 1957. ^{1/} The drop reflected declines of 6 percentage points in the proportion of families buying and 22 percent in the volume of purchases per buying family. Prices paid,

^{1/} Data in this report are for 28-day periods to facilitate comparisons.

which averaged 24.6 cents per 6-ounce can, were up 10.4 cents. The average buying family expenditure for frozen concentrated orange juice was about 36 percent greater than in the preceding August, but total consumer expenditures for the month were up only about 9 percent. Cumulative purchases of frozen orange concentrate so far this season, October 1957-August 1958, were about 17 percent below the level of the corresponding period of 1956-57 (table 1, fig. 1).

Household purchases and prices paid for frozen concentrated orange juice held at about the same levels during June, July, and August 1958. In contrast, purchases declined and prices paid advanced rather sharply in most other months since December 1957, when freezes in Florida resulted in a curtailment in production.

The quantity of frozen concentrated juices other than orange and grapefruit purchased in August 1958 was nearly 40 percent greater than in August, a year earlier. Prices paid for these juices averaged 19.1 cents per 6-ounce can, an increase of 0.9 cent (tables 1 and 5).

Household purchases of chilled orange juice were moderately below the level of August 1957. The average consuming household purchased 1.2 quarts of this juice about every 10 days in August 1958, compared with a slightly larger purchase each 9 days in August 1957. About 41 cents a quart was paid, a rise of 6 cents over the August 1957 price. Cumulative purchases of chilled orange juice through October 1957-August 1958 were about 19 percent ahead of the corresponding months of the 1956-57 season (tables 1 and 6).

Purchases of canned single-strength orangeade were down slightly from August 1957. A decline in the proportion of families buying more than offset a 7-percent increase in the volume of purchases per buying family. The average price paid, 28 cents per 46-ounce can, was up 0.6 cent (table 2, fig. 2).

While at a relatively low volume, household purchases of frozen concentrated orangeade in August 1958 were about double those of a year earlier. The 1 percent of the Nation's families that bought the product paid an average of 14 cents for a 6-ounce can, 1 cent more than in August 1957.

Fewer families bought shelf-pack orangeade in August 1958 than in the preceding August and those buying purchased lesser amounts. Consequently, purchases were down about 10 percent. Prices paid averaged 18.6 cents per 6-ounce can, an advance of 2.3 cents over August 1957.

Purchases of frozen concentrated lemonade were up 15 percent from August 1957. There was an increase of 1 percentage point in the proportion of families buying, consumers purchased more frequently, and bought larger quantities than a year earlier. The average price paid, 10.4 cents per 6-ounce can, was down 0.5 cent (table 1, fig. 2).

CANNED JUICES AND FRUIT

Householders bought about 6 percent more canned single-strength juices in August 1958 than in the preceding August. The larger volume was accompanied by a substantial increase in buying of juices not individually reported, which more than offset a decline in purchases of reported juices. The gain was associated with a larger volume of purchases per buying family. Nearly 48 percent of the Nation's families bought at least one single-strength juice in both August 1957 and 1958 (tables 2 and 8).

Purchases of canned single-strength orange juice in August 1958 slipped slightly below the level of the preceding August--the first time this season that purchases failed to substantially exceed the volume of the corresponding month of the 1956-57 season. The decline was associated with fewer families buying. About 36.6 cents was paid for a 46-ounce can, a rise of 6 cents over August 1957 (table 2, fig. 3).

Canned single-strength grapefruit juice purchases were down 14 percent from August 1957, reflecting fewer households buying and a smaller average size of purchase per buying family. The 33.3 cents paid for a 46-ounce can represented a rise of 6 cents over a year earlier and was the highest price paid since 1950 (table 2, fig. 3).

The August 1958 purchase pattern for canned single-strength lemon juice paralleled August 1957 in prices paid, proportion of buying families and total purchases. Cumulative purchases in October 1957-August 1958 were also at about the level of the corresponding period in 1956-57 (tables 2 and 6).

Consumer purchases of prune juice in August 1958 were a little below the level of August a year earlier. The decline was associated with a smaller proportion of families buying the product. There was, however, a moderate gain in the volume of purchases per buying household. Consumers paid 33.8 cents a quart up 1 cent from August 1957 (tables 2 and 7).

Purchases of tomato juice dropped 6 percent from August 1957. A decline of more than 1 percentage point in the proportion of families buying more than offset a small gain in the volume of purchases per buying family. About 29 cents was paid for a 46-ounce can, a rise of 2.5 cents from August a year earlier (tables 2 and 7).

Home buying of canned single-strength juices other than those individually reported rose 21 percent over August 1957. This gain was associated with an increase of 3 percentage points in the proportion of buying households and an 8 percent rise in the volume of purchases per buying household. Prices paid averaged 31.9 cents per 46-ounce can, up 0.8 cent from August 1957. These juices secured a 50 percent share of the total single-strength juice market in August 1958, compared with only 44 percent a year earlier. Cumulative purchases from October 1957 through August 1958 exceeded the corresponding period a year earlier by about 20 percent (tables 2 and 8).

Purchases of canned grapefruit sections fell 9 percent from the level of August 1957. A decline in the proportion of buying families was associated with the loss. The volume of purchases per buying family, however, was moderately greater than a year earlier. The average price paid was up 1 cent to 20.1 cents per No. 303 can (tables 2 and 4).

FRESH FRUIT

Householders purchased fewer oranges in August 1958 than in any other month recorded in this series. Purchases fell 40 percent below the level of August 1957, reflecting a drop of 6 percentage points in the proportion of households buying and a 12-percent decline in the number of oranges purchased per buying household. Prices paid averaged 62 cents per dozen, an increase of 14 cents over August a year earlier (table 3, figs. 4-6).

Purchases of California-Arizona oranges, which accounted for about three-fourths of all oranges bought during August 1958, were down about 35 percent from the same month a year earlier. Prices paid for these oranges averaged about 64 cents a dozen, up 15 cents. Buying of Florida oranges fell off about 67 percent, while prices paid were up 10 cents to about 57 cents a dozen (table 3, fig. 5).

Consumer purchases of fresh grapefruit in August 1958 were the lowest since 1949. Buying of California-Arizona grapefruit dropped 17 percent and Florida grapefruit, 68 percent. On the average, consumers paid \$1.38 for a dozen grapefruit, 22.3 cents more than in August 1957. Prices paid for Florida grapefruit were down 6 cents per dozen, but California-Arizona grapefruit were up about 15 cents. Grapefruit not identified as to area of production commanded \$1.39 per dozen, an advance of 37 cents over a year earlier (table 3, fig. 4).

The quantity of lemons purchased for home use in August 1958 was up 6 percent from August 1957. The gain reflected some increase in both the proportion of families buying and the average quantity purchased per buying family. An average of 42 cents was paid for a dozen lemons, 0.5 cent less than in the preceding August (table 3, fig. 4).

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, August 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	23.0	29.3	3,267	5,203	2.1	2.1	16.9	21.6	6	24.6	14.2
Grapefruit.....	1/2	1/2	1/786	1/567	1/2	1/2	1/13.9	1/13.6	6	1/19.1	1/18.2
Other concentrates.....											
Total.....	26.5	31.6	4,096	5,824	2.4	2.3	16.2	20.2			
Chilled orange juice.....	3.3	3.1	1,516	1,574	2.9	3.2	39.6	40.4	3/32	41.0	35.1
Concentrated ades:											
Frozen:											
Lemonade.....	16.9	16.0	2,651	2,307	1.6	1.5	24.9	23.7	6	10.4	10.9
Shelf-pack:											
Orangeade.....	1.1	1.3	112	124	1.5	1.5	16.5	17.1	6	18.6	16.3

1/ Too few purchases reported for analysis.
2/ Information not available.
3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, August 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	9.2	9.6	1,086	1,124	1.8	1.7	56.9	58.6	46	36.6	30.6
Grapefruit.....	6.6	7.2	679	793	1.5	1.5	59.6	61.4	46	33.3	27.3
Lemon.....	3.5	3.4	88	87	1.3	1.3	16.6	17.2	5 1/2-6	10.7	10.8
Prune.....	6.5	7.0	577	595	1.9	1.8	40.2	40.5	32	33.8	32.8
Tomato.....	14.5	16.1	1,554	1,654	1.6	1.5	57.7	59.8	46	29.0	26.5
All other.....	30.6	27.7	4,001	3,316	2.0	2.0	55.5	51.3	46	31.9	31.1
Total.....	47.6	47.6	7,985	7,569	2.7	2.6	53.7	52.8			
Single-strength orangeade..	4.0	4.4	559	576	1.5	1.5	78.5	73.4	46	28.0	27.4
Grapefruit sections.....	4.6	5.4	273	301	1.6	1.5	35.4	35.7	2/16	20.1	19.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.
2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, August 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	11.9	16.7	529	810	2.0	1.9	10.5	12.2	64.0	48.7
Florida.....	1.4	3.0	66	200	1.5	1.9	13.1	13.1	56.7	46.9
Unidentified.....	2.5	3.3	77	109	1.4	1.3	10.4	11.7	58.1	43.5
Total 1/.....	14.9	21.2	685	1,129	2.0	2.0	10.7	12.2	62.3	47.8
Grapefruit:										
California-Arizona.....	2.0	2.4	76	92	1.8	1.8	3.5	3.6	143.7	128.5
Florida.....	2/	1.5	2/	56	2/	1.4	2/	3.8	2/	120.3
Unidentified.....	1.0	1.9	38	93	1.5	1.8	4.0	4.5	138.7	101.5
Total 1/.....	3.3	5.2	137	246	1.8	1.9	3.7	4.0	138.2	115.9
Lemons.....	25.9	25.8	538	508	1.7	1.7	8.0	7.9	42.0	42.5

1/ Includes purchases of Texas fruit.

2/ Too few purchases reported for analysis.

Table 4.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of all families buying		Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases		Average price per No. 303 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0	279	260	19.0	18.1
March.....	1.1	2/	82	2/	17.3	2/	4.7	4.6	240	250	19.8	18.5
October-March 3/.....			452	522					1,675	1,853		
April.....	1.0	2/	76	2/	17.1	2/	5.1	5.0	278	238	19.8	18.6
May.....	2/	1.0	2/	70	2/	14.9	5.7	5.0	303	242	19.7	18.8
June.....	2/	1.0	2/	92	2/	14.7	5.8	4.6	312	248	20.1	18.6
October-June 3/.....			667	751					2,649	2,638		
July.....	2/	2/	2/	2/	2/	2/	5.3	5.3	296	296	18.7	18.7
August.....	2/	2/	2/	2/	2/	2/	4.6	5.4	273	301	20.1	19.1
September.....	2/	2/	2/	2/	2/	2/		5.1	273	285		18.7
Season 3/.....				942		14.4				3,588		18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Other and total frozen concentrated juices: Consumer purchases, October 1956 to date 1/

Period	Other frozen concentrated juices 2/				Total frozen concentrated juices			
	Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 gallons	1,000 gallons
October.....	554	434	17.9	18.2	32.9	30.9	6,478	5,602
November.....	572	380	18.4	18.5	33.5	30.1	6,405	5,268
December.....	576	433	18.0	18.4	31.9	30.7	5,936	5,399
October-December 3/.....	1,617	1,381					20,232	17,542
January.....	718	491	18.5	18.3	30.9	29.7	5,408	5,523
February.....	782	518	18.5	17.9	31.2	30.1	5,276	5,765
March.....	739	549	19.0	17.9	30.0	29.6	5,181	5,765
October-March 3/.....	4,261	3,077					37,466	36,032
April.....	808	492	19.2	18.4	28.9	29.9	4,876	5,497
May.....	703	528	19.3	18.1	27.6	32.9	4,685	6,894
June.....	700	581	19.2	17.9	26.8	32.9	4,074	6,511
October-June 3/.....	6,679	4,814					52,242	56,493
July.....	807	636	19.2	18.1	27.1	32.4	4,142	6,177
August.....	786	567	19.1	18.2	26.5	31.6	4,096	5,824
September.....		502		18.3		31.1		5,892
Season 3/.....		6,667		18.1				75,792

1/ Percentage of families buying other frozen concentrated juices and the weighted average prices paid for total frozen concentrated juices are not available.

2/ All frozen concentrated juices except orange and grapefruit are reported as other.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice						Single-strength lemon juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 5-6 ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	cases 1/	cases 1/	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	2.2	2.2	48	49	11.1	12.1
November.....	4.1	2.7	1,869	1,296	35.8	37.3	2.0	1.8	45	42	10.3	11.7
December.....	3.5	3.3	1,786	1,579	35.9	36.1	2.3	2.0	50	47	10.3	12.6
October-December 2/.....			5,958	4,398					156	150		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	1.9	2.1	38	45	10.0	12.6
February.....	4.7	3.6	2,163	1,650	36.4	35.7	2.2	2.0	47	38	11.1	12.6
March.....	4.8	3.4	2,277	1,794	38.4	35.5	2.3	2.5	54	48	11.0	12.3
October-March 2/.....			13,153	9,968					304	292		
April.....	4.4	3.6	2,147	1,858	39.6	35.6	2.6	2.3	55	48	10.4	10.9
May.....	4.2	3.5	2,099	1,937	40.9	35.2	3.1	2.9	68	63	10.6	10.7
June.....	4.0	3.7	2,087	1,933	40.4	34.9	3.6	4.5	84	105	10.0	11.0
October-June 2/.....			19,944	16,185					525	521		
July.....	3.4	3.3	1,714	1,674	41.2	35.0	4.6	4.5	113	108	10.6	10.4
August.....	3.3	3.1	1,516	1,574	41.0	35.1	3.5	3.4	88	87	10.7	10.8
September.....		3.0		1,525		35.7		2.6		55		10.3
Season 2/.....				21,347		35.5				787		11.3

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 7.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

Period	Prune juice						Tomato juice					
	Percentage of all families buying		Purchases		Average price per 32-ounce bottle		Percentage of all families buying		Purchases		Average price per 46-ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	7.7	8.1	665	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8
October-December 2/.....			2,047	2,086					5,644	5,308		
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4
March.....	7.6	8.9	659	724	33.4	32.8	18.1	19.2	1,873	2,045	28.5	27.1
October-March 2/.....			4,205	4,366					11,824	11,400		
April.....	7.4	8.0	644	699	34.0	32.7	18.6	18.9	1,876	1,993	28.5	26.6
May.....	7.0	7.4	642	663	33.7	32.6	17.4	18.1	1,794	1,929	28.7	26.3
June.....	6.7	7.2	600	629	33.9	32.8	17.1	17.3	1,751	1,761	28.5	26.8
October-June 2/.....			6,200	6,506					17,602	17,506		
July.....	6.8	7.2	566	623	33.9	33.0	17.2	16.1	1,573	1,729	29.1	26.8
August.....	6.5	7.0	577	595	33.8	32.8	14.5	16.1	1,554	1,654	29.0	26.5
September.....		7.8		670		33.0		16.1		1,581		26.4
Season 2/.....				8,526		32.8				22,841		27.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 8.--Other and total single-strength juices: Consumer purchases and average price paid, October 1956 to date

Period	Other single-strength juices 1/						Total single-strength juices					
	Percentage of all families buying		Purchases		Average price per 46-ounce can		Percentage of all families buying		Purchases		Average price per No. 2 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents
October.....	29.5	27.0	3,576	2,951	31.6	30.2	50.1	46.6	8,180	6,947	13.5	13.9
November.....	29.0	26.2	3,315	2,760	31.8	30.5	50.7	45.9	8,186	6,781	13.5	14.0
December.....	26.5	26.9	3,033	2,717	32.5	31.5	47.1	46.0	7,047	6,552	13.8	14.2
October-December 3/.....			10,620	9,044					25,166	21,882		
January.....	29.2	27.3	3,501	3,017	31.8	30.9	50.9	47.2	8,435	7,293	13.4	13.9
February.....	30.6	27.3	3,746	3,104	31.2	30.8	51.3	47.7	8,471	7,534	13.5	13.7
March.....	31.3	27.7	3,976	3,321	31.5	30.6	52.0	49.0	8,940	7,928	13.7	13.7
October-March 3/.....			22,793	19,338					53,313	46,574		
April.....	30.6	26.9	3,626	3,201	32.4	30.7	51.5	48.2	8,584	7,868	13.9	13.5
May.....	31.5	28.0	4,146	3,403	31.8	30.6	51.4	48.2	8,898	7,925	13.9	13.5
June.....	31.7	28.8	4,278	3,351	31.5	30.6	51.3	49.1	8,790	7,805	14.0	13.5
October-June 3/.....			35,835	30,075					81,539	72,002		
July.....	31.7	28.2	4,118	3,417	32.2	31.1	51.4	47.8	8,321	7,877	14.4	13.6
August.....	30.6	27.7	4,001	3,316	31.9	31.1	47.6	47.6	7,965	7,569	14.4	13.6
September.....		26.0		2,912		31.7		45.9		7,143		13.6
Season 3/.....				40,406		30.9				96,254		

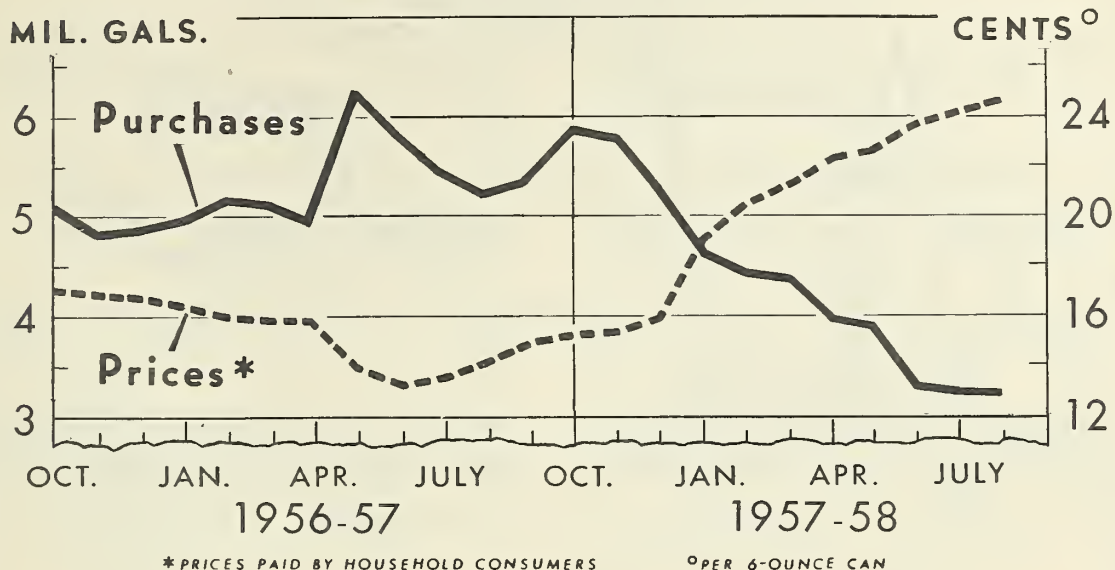
1/ Includes all single-strength juices except orange, grapefruit, lemon, prune and tomato.

2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-58 (10) AGRICULTURAL MARKETING SERVICE

Figure 1

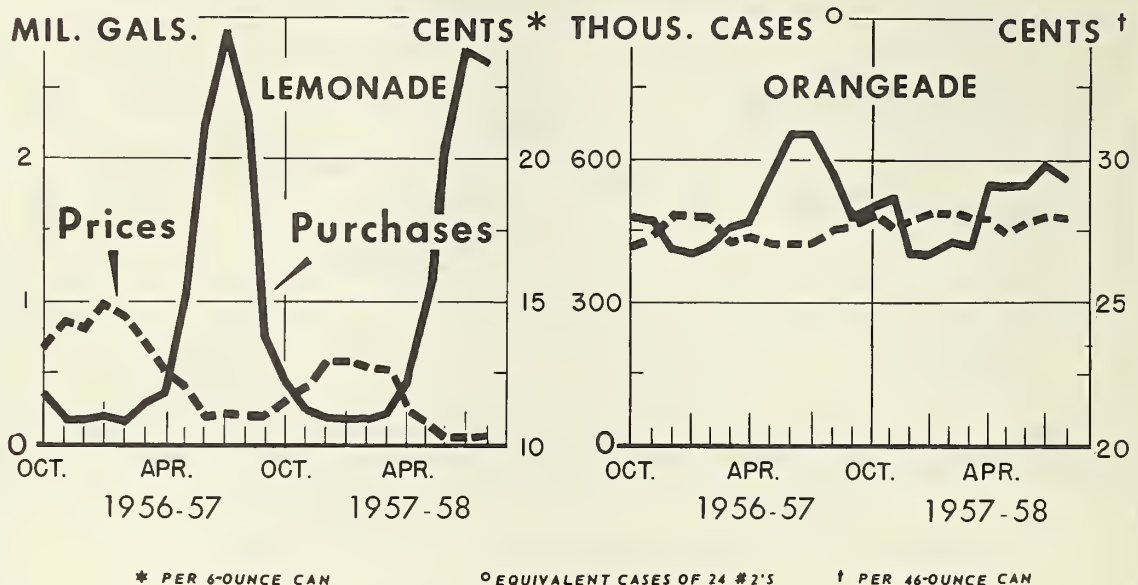
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,198	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....	26.7	27.7	4,360	5,132	21.2	15.9
October-March 1/.....			32,753	32,433		
April.....	25.2	28.0	3,992	4,959	22.2	15.9
May.....	24.2	30.8	3,915	6,296	22.5	14.0
June.....	23.5	30.3	3,320	5,838	23.9	13.3
October-June 1/.....			44,896	50,928		
July.....	22.9	29.7	3,284	5,487	24.2	13.5
August.....	23.0	29.3	3,267	5,203	24.6	14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669 - 58 (10) AGRICULTURAL MARKETING SERVICE

Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

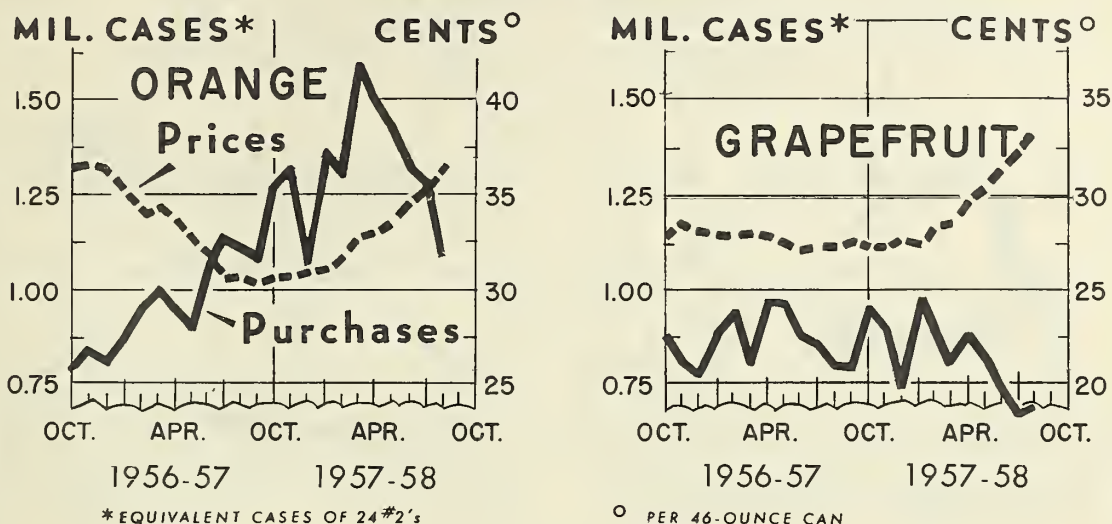
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all families buying		Purchases		Average price per 6 oz. can		Percentage of all families buying		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....	2.1	2.8	216	280	12.6	13.4	3.2	3.2	417	450	27.8	27.0
October-March 2/.....			1,548	1,332					2,867	2,791		
April.....	4.7	3.5	434	366	11.4	12.4	4.4	3.4	553	465	27.9	27.2
May.....	8.8	8.5	1,115	1,010	10.8	11.9	3.7	4.2	550	572	27.4	26.8
June.....	14.3	17.0	2,048	2,231	10.3	11.0	4.1	4.8	553	652	27.8	26.8
October-June 2/.....			5,761	5,397					4,678	4,609		
July.....	18.4	19.1	2,786	2,930	10.3	11.1	4.6	4.4	594	653	28.1	26.8
August.....	16.9	16.0	2,651	2,307	10.4	10.9	4.0	4.4	559	576	28.0	
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (10) AGRICULTURAL MARKETING SERVICE

Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all families buying		Purchases		Average price per 46 oz. can		Percentage of all families buying		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....	11.8	9.1	1,580	993	32.6	34.4	6.9	7.3	798	797	28.4	28.1
October-March 2/.....			8,548	5,663					5,639	5,515		
April.....	11.4	9.2	1,504	949	32.8	33.9	7.8	8.3	879	978	29.5	27.8
May.....	11.0	8.1	1,433	898	33.4	32.7	7.4	8.1	815	969	30.4	27.4
June.....	11.0	9.0	1,328	1,071	34.3	31.9	7.2	7.5	749	888	31.4	27.1
October-June 2/.....			13,129	8,849					8,248	8,545		
July.....	10.4	9.9	1,277	1,146	35.2	30.5	6.1	7.4	674	854	32.4	27.4
August.....	9.2	9.6	1,086	1,124	36.6	30.6	6.6	7.2	679	793	33.3	27.3
September.....		9.5		1,132		30.3		7.2		793		27.6
Season 2/.....				12,522		33.3				11,172		27.8

1/ Equivalent cases 24 No. 2 cans-432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

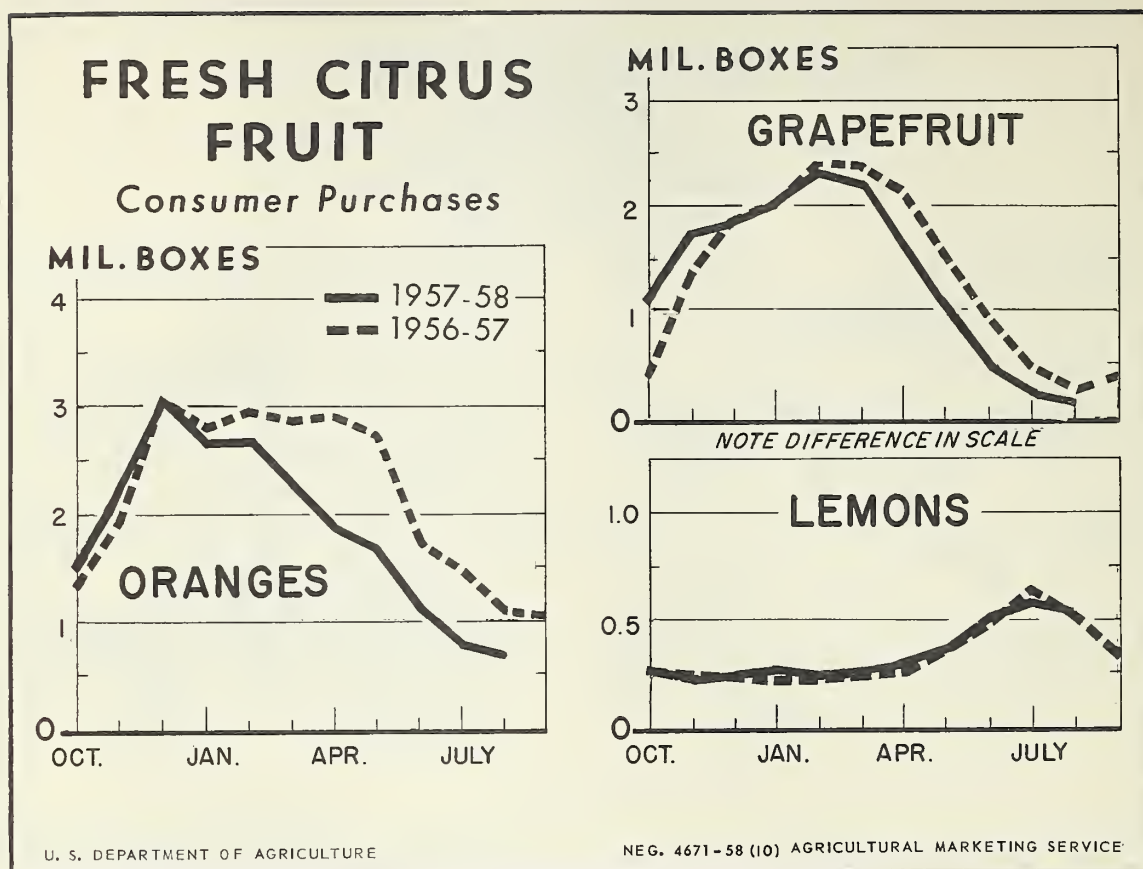


Figure 4

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1957-58 ¹	1956-57	1957-58 ¹	1956-57	1957-58 ¹	1956-57	1957-58 ¹	1956-57	1957-58 ¹	1956-57	1957-58 ¹	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	39.8	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,068			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
March.....	2,297	2,870	56.8	44.8	2,193	2,339	89.6	78.7	251	239	46.5	46.2
October-March 1/.....	15,578	16,405			12,266	11,492			1,604	1,508		
April.....	1,884	2,938	63.7	46.4	1,638	2,131	103.0	82.2	295	285	45.2	43.2
May.....	1,686	2,719	62.0	48.5	1,085	1,540	116.6	90.1	363	359	44.6	43.3
June.....	1,125	1,676	61.5	47.7	496	880	125.0	97.8	508	472	42.7	41.7
October-June 1/.....	20,651	24,276			15,656	16,359			2,888	2,727		
July.....												
August.....	801	1,477	62.8	46.5	226	477	137.0	105.5	585	642	42.7	40.8
September.....	685	1,129	62.3	47.8	137	246	138.2	115.9	538	508	42.0	42.5
Season 1/.....		1,045		49.3		392		109.5		327		43.6
		20,193		44.3		17,510		85.3		4,322		44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

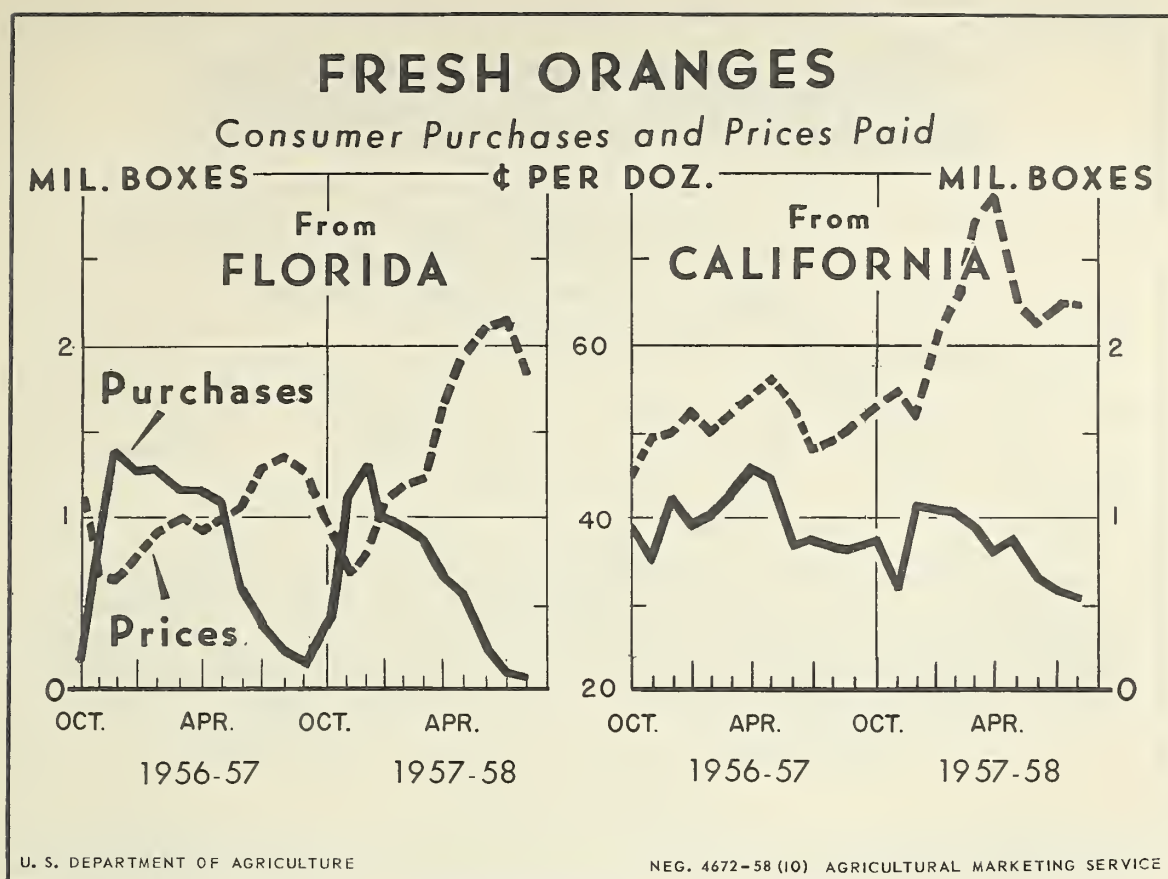


Figure 5

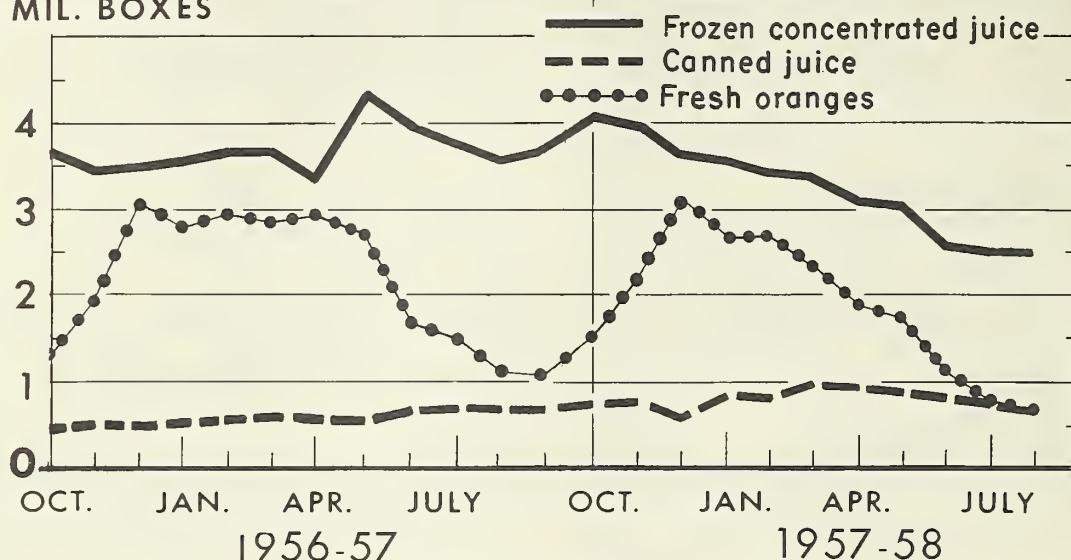
Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,790			2,701	3,024		
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....	851	1,168	45.1	39.8	922	1,126	74.5	52.0
October-March 1/.....	6,153	6,769			5,924	6,455		
April.....	675	1,165	52.9	38.7	803	1,291	77.7	53.9
May.....	552	1,085	58.1	39.9	872	1,221	65.6	56.2
June.....	264	575	62.1	41.7	685	846	62.9	52.4
October-June 1/.....	7,741	9,800			8,515	10,054		
July.....	104	383	62.9	45.7	587	887	64.8	47.8
August.....	66	200	56.7	46.9	529	810	64.0	48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665-58 (10) AGRICULTURAL MARKETING SERVICE

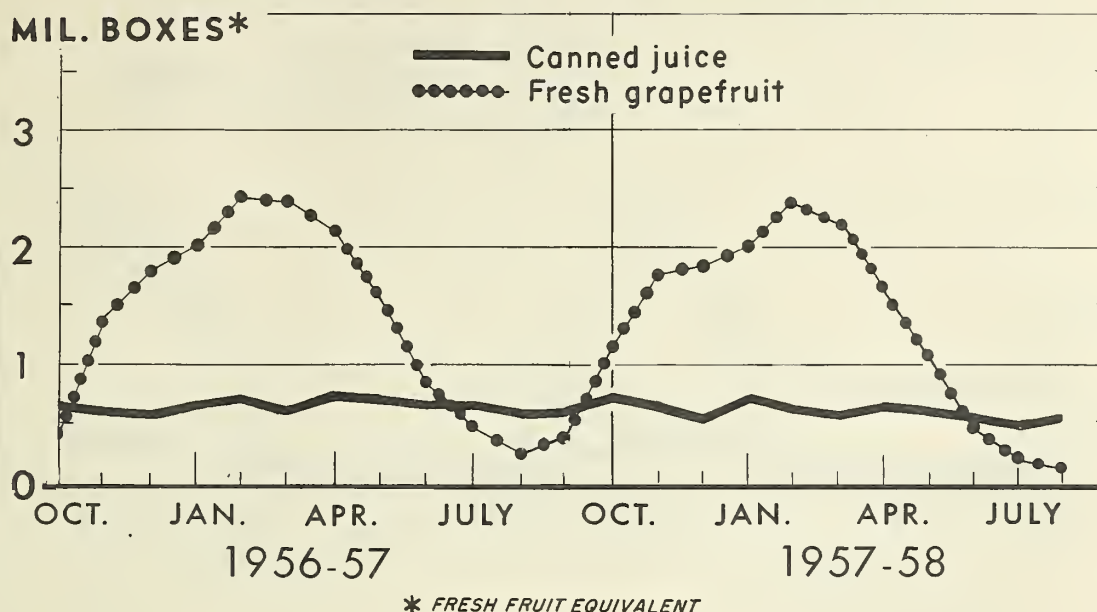
Figure 6

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....	2,670	2,944	3,401	3,639	809	566	6,880	7,199
March.....	2,297	2,870	3,353	3,664	976	588	6,626	7,122
October-March 1/.....	15,578	16,405	23,750	23,157	5,100	3,353	44,428	42,915
April.....	1,884	2,938	3,090	3,372	937	571	5,911	6,881
May.....	1,686	2,719	3,030	4,281	893	541	5,609	7,541
June.....	1,125	1,676	2,570	3,970	827	645	4,522	6,291
October-June 1/.....	20,651	24,276	33,149	35,734	7,954	5,271	61,754	65,281
July.....	801	1,477	2,519	3,786	796	690	4,116	5,953
August.....	685	1,129	2,506	3,590	677	677	3,868	5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,432		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (10) AGRICULTURAL MARKETING SERVICE

Figure 7

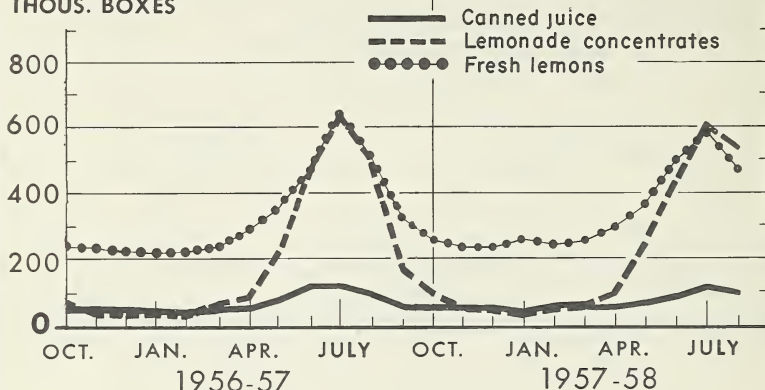
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	boxes	boxes	boxes	boxes	boxes	boxes
October.....	1,000	1,000	1,000	1,000	1,000	1,000
November.....	1,152	444	715	674	1,867	1,118
December.....	1,726	1,359	667	620	2,393	1,979
October-December 1/.....	1,825	1,839	554	592	2,379	2,431
January.....	5,146	4,076	2,099	2,663	7,245	6,739
February.....	2,000	2,020	722	673	2,722	2,693
March.....	2,336	2,407	639	716	2,975	3,123
October-March 1/.....	2,193	2,389	596	608	2,789	2,997
April.....	12,266	11,492	4,209	4,839	16,475	16,331
May.....	1,638	2,131	657	735	2,295	2,866
June.....	1,085	1,540	610	729	1,695	2,269
October-June 1/.....	496	880	560	668	1,056	1,548
July.....	15,656	16,359	6,161	7,118	21,817	23,477
August.....	226	477	504	652	730	1,129
September.....	137	246	508	605	645	851
Season 1/.....		392		605		997
		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS

THOUS. BOXES



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667-58 (10) AGRICULTURAL MARKETING SERVICE

Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	40	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	168	168	188	151	194	154	1,168	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	287
March.....	251	239	61	50	46	59	48	61	360	350
October-March 3/.....	1,604	1,508	344	315	327	291	339	298	2,287	2,121
April.....	295	285	59	51	92	77	94	80	448	416
MAY.....	363	359	73	70	235	213	239	216	675	645
June.....	508	472	90	115	432	471	439	478	1,037	1,065
October-June 3/.....	2,888	2,727	581	597	1,216	1,138	1,244	1,152	4,713	4,446
July.....	285	242	94	116	588	618	602	629	1,308	1,387
August.....	538	508	94	95	559	487	506	500	1,198	1,103
September.....	327	327	60	60	154	154	160	160	247	247
Season 3/.....	4,322	4,322	855	855	2,481	2,481	2,511	2,511	7,688	7,688

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

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